Florence University of the Arts (SAI) –
College of Communication & Information

Course Title Abroad

UK Course Equivalency

DI VP CV 200: Introduction to Creative Videomaking:

UK course MAS 390
This course provides students with the knowledge of the technical terms of creative video production and the skills to understand basic video shooting and editing techniques. Students will team up and create and video through editing to final output.

DI PH PJ 240: Introduction to Photojournalism:

UK course JOU 387
This course introduces students to the world of photography with specific focus on the photojournalistic aspects of this art medium. The course will be divided between field study and learning introductory digital techniques, working with both black and white and color digital printing and finishing. The lab practice will give students the capability of elaborating and correctly printing his/her own pictures. The course concentrates on the journalistic area of photography using digital equipment. Students learn about the history, compositional issues and techniques of photojournalism by studying the work of influential photographers like Cartier-Bresson, Smith, Capa, Salgado, Nachtwey, and others. The class will also be conceiving, shooting, printing and laying out a series of documentary projects.

DI PH IP 250 iPhoneography:

UK course JOU 497
iPhoneography is a new concept in photography: the professional use of the iPhone camera. Various iPhone apps and constant connection to the internet (either via wi-fi or cellular data) can turn an iPhone camera into a powerful, self-sustained hand-held camera and darkroom ready to disseminate information globally in today's constantly changing digital market. Students will learn to use the iPhone camera to produce photojournalism essays, portraits, landscapes, and fashion images using different iPhone applications and professional postprocessing tools. The final images will be published in a dedicated class website and will be delivered to students as fine art prints for their final portfolio.

DI VC DA 320: Digital Animation:

UK course MAS 390
This course examines the practice, theory and history of animation through labs, lectures, readings and project critiques. The animation production will cover computer-based stop motion as well as 2D and 3D computer animation. The course focuses on creative contents and experimentation with critiques. Students will work with computers 2D and 3D animation tools and will create several projects using one or more techniques.
DI PH PS 220 Introduction to Photoshop:  
*UK course MAS 390*

Adobe Photoshop is the leading software for photographers, graphic designers, and bookmakers. Photoshop is powerful software that requires a dedicated focus in learning how best to use the program to its full potential. This course, with the guidance of experienced teachers, will introduce the student to the creative and professional issues of Photoshop. The course is designed for students who have had experience in graphic design, photography, architecture, illustration or bookmaking. The Photoshop Laboratory is equipped with the most up-to-date computers and peripherals. A digital camera of at least 5.0 mega pixels is helpful to practise how you will learn in class.

DO VC WD 200: Introduction to Web Design:  
*UK course JOU 330*

This lab-based course trains students to develop effective graphic design interfaces for the Web. Students will be introduced to new software and technical information for maps, hot spots, links and site management. Additional topics include: search engines, on-line services and Web development. Students will learn the basics of web design theory through the creation of their own web site. During the process, we will touch on many important topics in web design, including standards compliant web pages, good design and communication techniques, preparing a web site for search engine indexing and more.

FA MM MM 300: Mixed Media:  
*UK course MAS 390*

In this course, students will develop an inventive and experimental approach to a variety of media, both traditional and nontraditional. Students initially work with collage, then advance into more conceptual projects using objects, text, image, photomontage or experimental materials. Nontraditional uses of traditional materials are explored, as well as the boundaries between painting and sculpture.

DI VC MM 340: Multimedia Studio:  
*UK course MAS 390*

Multimedia studio is a studio course that focuses on the experience of producing complete multimedia works in a project-based environment. Lectures and meetings augment this studio course. Individual creativity is stressed as well as collaboration in the creation of works through individual and group projects.